

## Appendix 10

### Analyzing Target Audiences

**Directions to Students:** Use the concentric circles below to chart the levels of intimacy of participants in an ongoing conversation on an issue. Place those folks at the heart of the issue in the very center. Then identify other participants in this conversation according to their level of involvement. For instance, for a conversation that originates from a conference presentation, you might place the original panelists or speakers in the first circle, then the people in the room, then the readers of the journal that published the conference paper, then the scholars in the field, then the students of those scholars, and so on.

**Hint:** To find the names of other scholars in a field who are part of a text's audience, check the names in a writer's works cited list. If the writer is listening to those folks, chances are he or she is speaking to them, too. Endnotes are an additional clue to who's in the audience. In works that have endnotes, the scholars who are cited are typically the ones who agree or disagree with the author. Endnotes are thus a kind of transcript of a scholarly debate.

